

Rep Order# 9796973 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 1357178

Printed: 08/31/2012 10:58 AM
Last Received: 08/31/2012 10:53 AM
Showing Buylines: All Rep Revised Lines

1 of 4

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

***** Contract Coversheet *****

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/4. TOTAL \$4025.

PLS CF- CHRISTINA FOR JON

V.7 8/31

SEE LN 23.

MKGD FOR SPOTS MISSED ON LN #5.9/4 4/WK)
MKGD FOR SPOTS MISSED ON LN #7.9/4 4/WK)
MKGD FOR SPOTS MISSED ON LN #8.9/4 4/WK)
MKGD FOR SPOTS MISSED ON LN #9.9/4 4/WK)
MKGD FOR SPOTS MISSED ON LN #10.9/4 1/WK)
MKGD FOR SPOTS MISSED ON LN #12.9/4 2/WK)
MKGD FOR SPOTS MISSED ON LN #13.9/8 1/WK)

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MKGD FOR SPOTS MISSED ON LN #5.9/4 1/WK
 MKGD FOR SPOTS MISSED ON LN #7.9/4 2/WK
 MKGD FOR SPOTS MISSED ON LN #8.9/4 2/WK
 MKGD FOR SPOTS MISSED ON LN #9.9/4 2/WK
 MKGD FOR SPOTS MISSED ON LN #10.9/4 1/WK
 MKGD FOR SPOTS MISSED ON LN #12.9/4 2/WK
 MKGD FOR SPOTS MISSED ON LN #13.9/8 1/WK
 PLS CF - THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*5	TU-F,M	09/04-09/10	11A-12P	VIEW	.30	\$20.00	0	0	0	\$0.00
		MADE-GOOD BY LINE 23]								
		V7 Effective Dates Changed								
*23	SU	09/03-09/09	8P-9P	ONCE UPON A TIME	.30	\$600.00	1	1	1	\$600.00
		MKGD FOR SPOTS MISSED ON LN #5. 9/04 1/2 WK, MKGD FOR SPOTS MISSED ON LN #7. 9/04 1/2 WK, MKGD FOR SPOTS MISSED ON LN #8. 9/04 1/2 WK, MKGD FOR SPOTS MISSED ON LN #9. 9/04 1/2 WK, MKGD FOR SPOTS MISSED ON LN #10. 9/04 1/2 WK, MKGD FOR SPOTS MISSED ON LN #12. 9/04 1/2 WK, MKGD FOR SPOTS MISSED ON LN #13. 9/08 1/2 WK]								
		V7 Added								
*7	TU-F,M	09/04-09/10	1P-2P	THE CHEW	.30	\$20.00	0	0	0	\$0.00
		MADE-GOOD BY LINE 23]								
		V7 Effective Dates Changed								

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Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*8	TU-F,M	09/04-09/10	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	0	0	0	\$0.00
		MADE-GOOD BY LINE \$) 23]								
		V7 Effective Dates Changed								
*9	TU-F,M	09/04-09/10	3P-4P	RICKI LAKE	.30	\$50.00	0	0	0	\$0.00
		MADE-GOOD BY LINE \$) 23]								
		V7 Effective Dates Changed								
*10	TU-F,M	09/04-09/10	5P-6P	DOCTORS	.30	\$25.00	0	1	4	\$100.00
		MADE-GOOD BY LINE \$) 23]								
		V7 Effective Dates Changed								
*12	TU-F,M	09/04-09/10	630P-7P	ABC WORLD NEWS	.30	\$55.00	0	1	3	\$165.00
		MADE-GOOD BY LINE \$) 23]								
		V7 Effective Dates Changed								
*13	SA	09/08-09/08	6P-630P	HOLLYSCOOP	.30	\$25.00	0	0	0	\$0.00
		MADE-GOOD BY LINE \$) 23]								
		V7 Effective Dates Changed								

98/31/15
 48/31/15

---REPORT TOTALS---
 Report Totals. 8 / \$865.00

---SALES MONTHLY TOTALS---
 Sep 12. 42 / \$1,750.00
 Sales Totals. 42 / \$1,750.00
 Station Totals. 42 / \$1,750.00
 Lines not sent/rcld/rtrm. 0 / \$0.00

---COMPETITIVE---
 Market Totals \$21,875
 CABL 0%
 WGH 28%
 UNKN 0%
 WMTV 3%
 WBFX 0%
 WUPN 0%
 WCMG 0%
 WXTI 31%
 WEMT 30%
 WXLV 8%

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Books null
Demos RA35+

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 22 FOR TIME PERIOD CHANGE
 THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*22	TU-F,M	09/04-09/10	1202A-108A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00
Sales Remark. V5 REVISED TIME PERIOD										
V5 Time Changed, Comment Changed										

---REPORT TOTALS---

Report Totals. 4 / \$20.00

---SALES MONTHLY TOTALS---

Sep 12. 61 / \$1,750.00
 Sales Totals. 61 / \$1,750.00
 Station Totals. 61 / \$1,750.00
 Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$21,875	CABL 0%	UNKN 0%	WBFX 0%	WCWG 0%	WENY 30%
		WGHP 28%	WMYV 3%	WUPN 0%	WXII 31%	WXLV 8%

Books null
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